



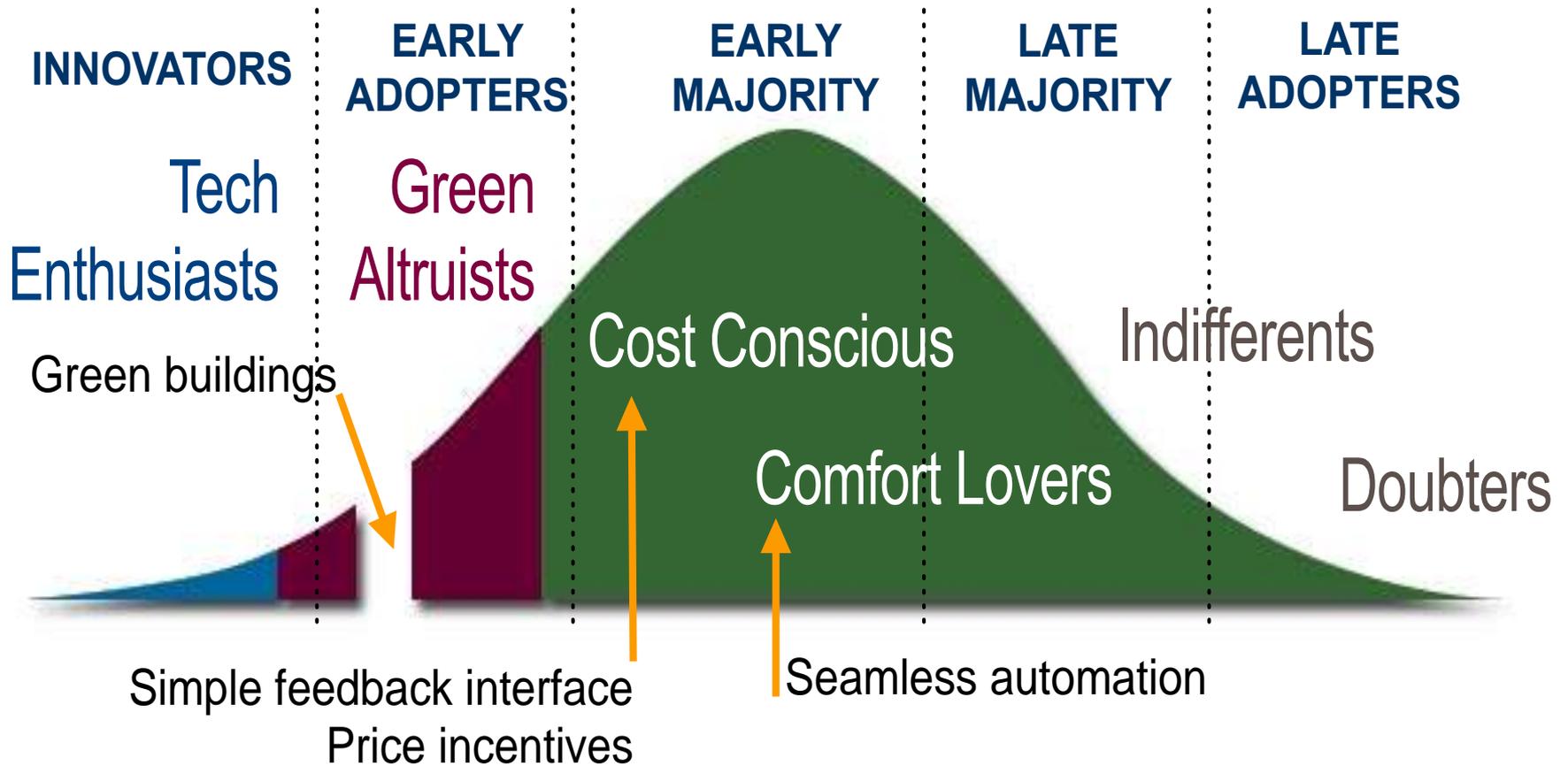
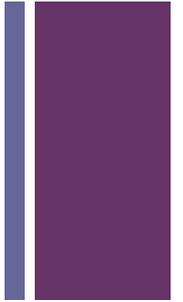
Customer Acceptance of Smart Grid

DOE Energy Advisory Committee Meeting

June 6, 2013

Judith Schwartz, To the Point

+ Who Are Our Customers?



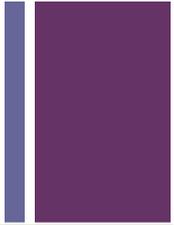
+ Why Will They Care About SG?

1. Information, incentives, and automation to **easily** reduce or defer electricity use
2. Integrate clean generation and transportation
3. Reduce, pinpoint, and restore outages



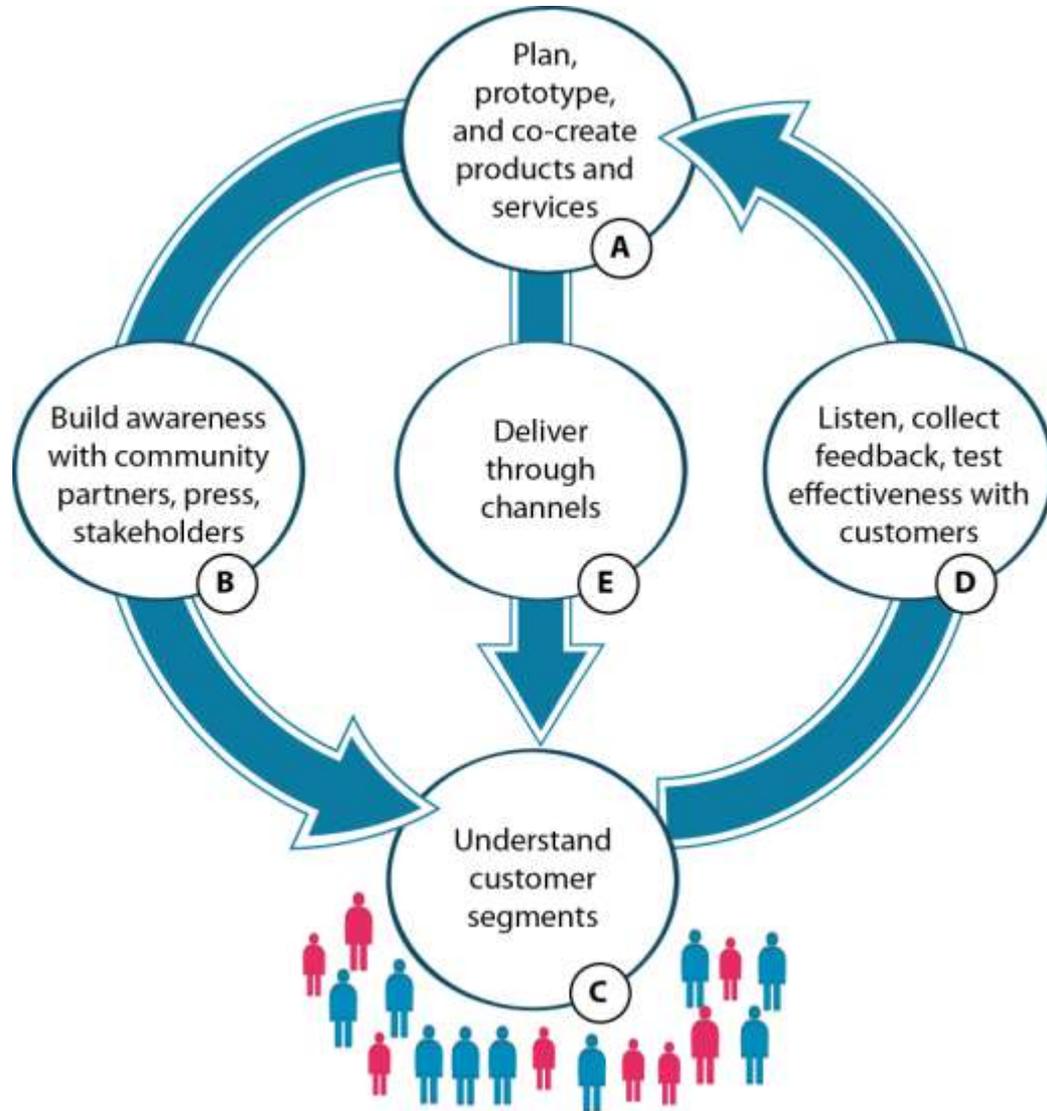


Strategies Vary By Key Drivers



Fly Under the Radar	Active Engagement	Slow Build
Back end deployment first in sequence	AMI rollout in process or pilots are imminent	Practice incremental modernization efforts
High % of “indifferent” customers	Motivational mix, active stakeholders, media	Limited stakeholder urgency or interest
Low energy prices and costs to deploy	Costs may precede full benefits and offerings	Pay as you go approach
Biz case justified on operational grounds	Inspiring vision to justify large investment, slower ROI	Customers or voters may be owners
Minimal residential participation needed in initial stages	Community champions and influencers available and motivated to partner	Pattern of community involvement in plans and decisions
Build foundation for community x-change	Reflect local social norms, phases, don't overpromise	Emphasis on energy literacy for youth

+ Design Lifecycle



- Products
- Services
- Customer experience
- Outreach programs

+ Choice + Time + Outreach

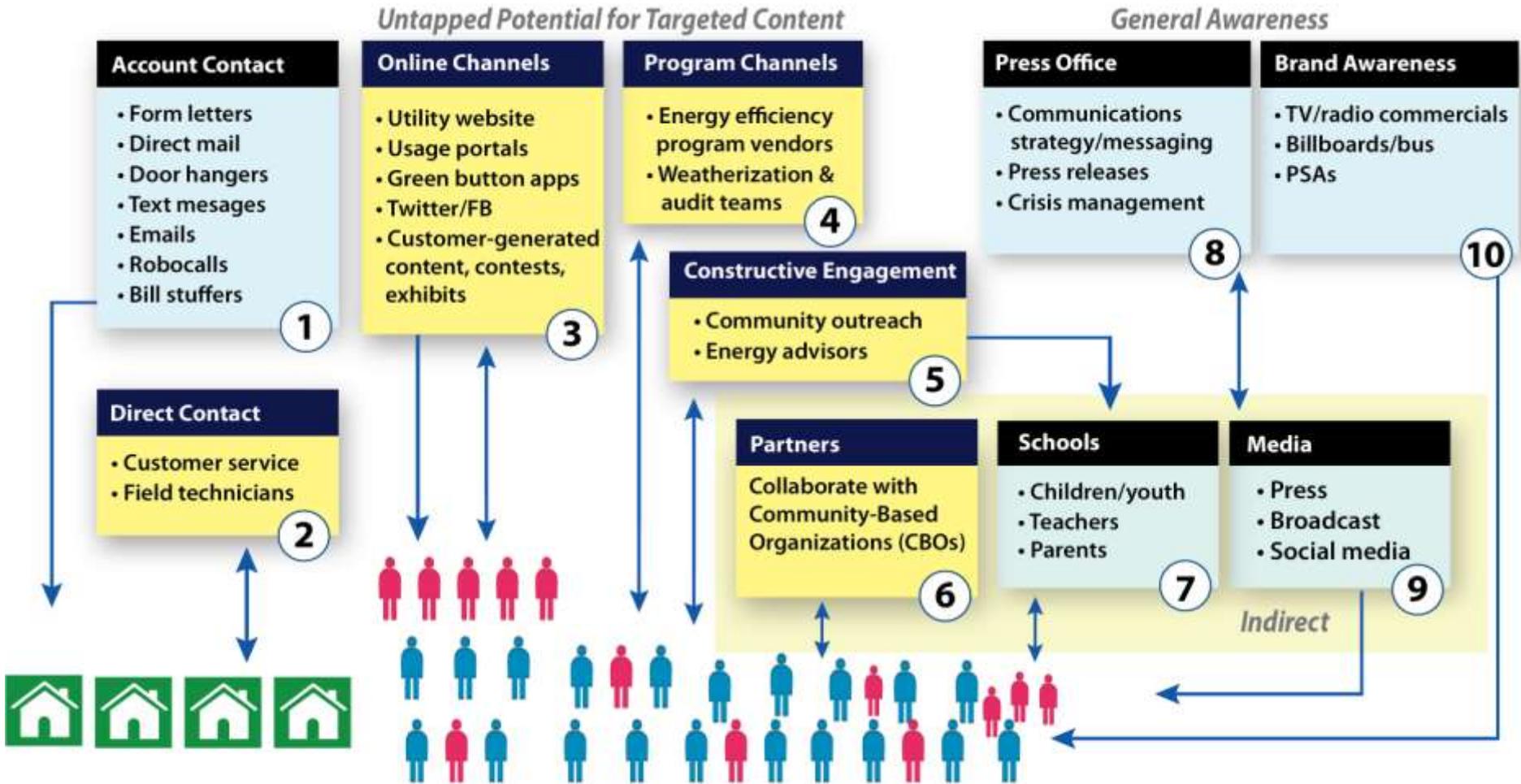
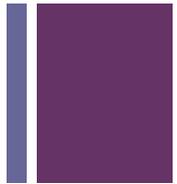
The screenshot shows the Georgia Power website's 'Residential Rates' page. The header includes the Georgia Power logo and navigation links for Residential, Business, Customer Service, In Your Community, Environment, About Energy, and About Us. A sidebar on the left provides a 'Secure Account Login' and a menu for 'Pricing & Rates', including 'Residential Pricing' and 'Rates' with sub-links like 'Standard Service', 'Flat Bill', 'Nights & Weekends', 'Budget Bill', 'Plug-in Electric Vehicles', 'Residential Tariffs', 'Rate Comparison', 'Rules and Regulations', 'About Your Bill', 'Going Green', 'Frequently Asked Questions', 'Glossary', and 'Get The Facts'. The main content area features a large image of a house and the heading 'Residential Rates'. Below this is a section titled 'Your home for power savings' with a 'Rate Advisor' tool. The page is divided into five rate plan categories, each with a representative image and a brief description: 'Standard Service' (rate based on actual usage), 'FlatBill' (no surprises for 12 months), 'Nights & Weekends' (savings on off-peak usage), 'Budget Bill' (flattened rates to avoid peaks), and 'Plug-in Electric Vehicles' (lower rates for off-peak charging).

The screenshot shows the 'Residential Rate Advisor' interactive tool. It features a red header with the title and a close button. Below the header are four sliders for adjusting preferences: 'Overall Price', 'Consistency in Your Bill', 'Environmentally Conscious', and 'Ability To Control Electric Usage'. The sliders are positioned between 'Less Important' and 'More Important' markers. Navigation buttons for 'back' and 'next' are visible. At the bottom, there are four document icons representing rate plans: 'Nights & Weekends' (TOU, REO-5), 'Standard Service' (Residential Service), 'Budget Bill', and 'FlatBill' (Flat 6). A 'Learn More' link is also present.

- Desirable options
- Ability to self-select
- Reflect priorities



E. Communication Channels



1. Account Contact



Presentation Map

- Letters to residential and commercial customers

SDG&E.com

- Automated phone call to those requesting more info

Notifications

- Fact sheet and door hanger on installation day

Information Sheets



Energy Audit



Quality Assurance

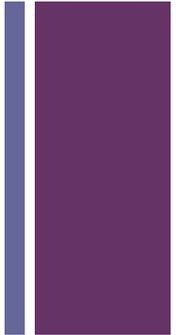
Electric change out: approx. 5-15 min.
Brief loss of service

My Account/PowerMeter





2. Proactive Customer Support



- Enhanced training for call centers
- Escalation path for deeper knowledge
- In-field teams to visit customers
- Proactive high-bill mitigation
- Rapid, empathic response to concerns
- Address claims quickly

3. Two-way Online Participation

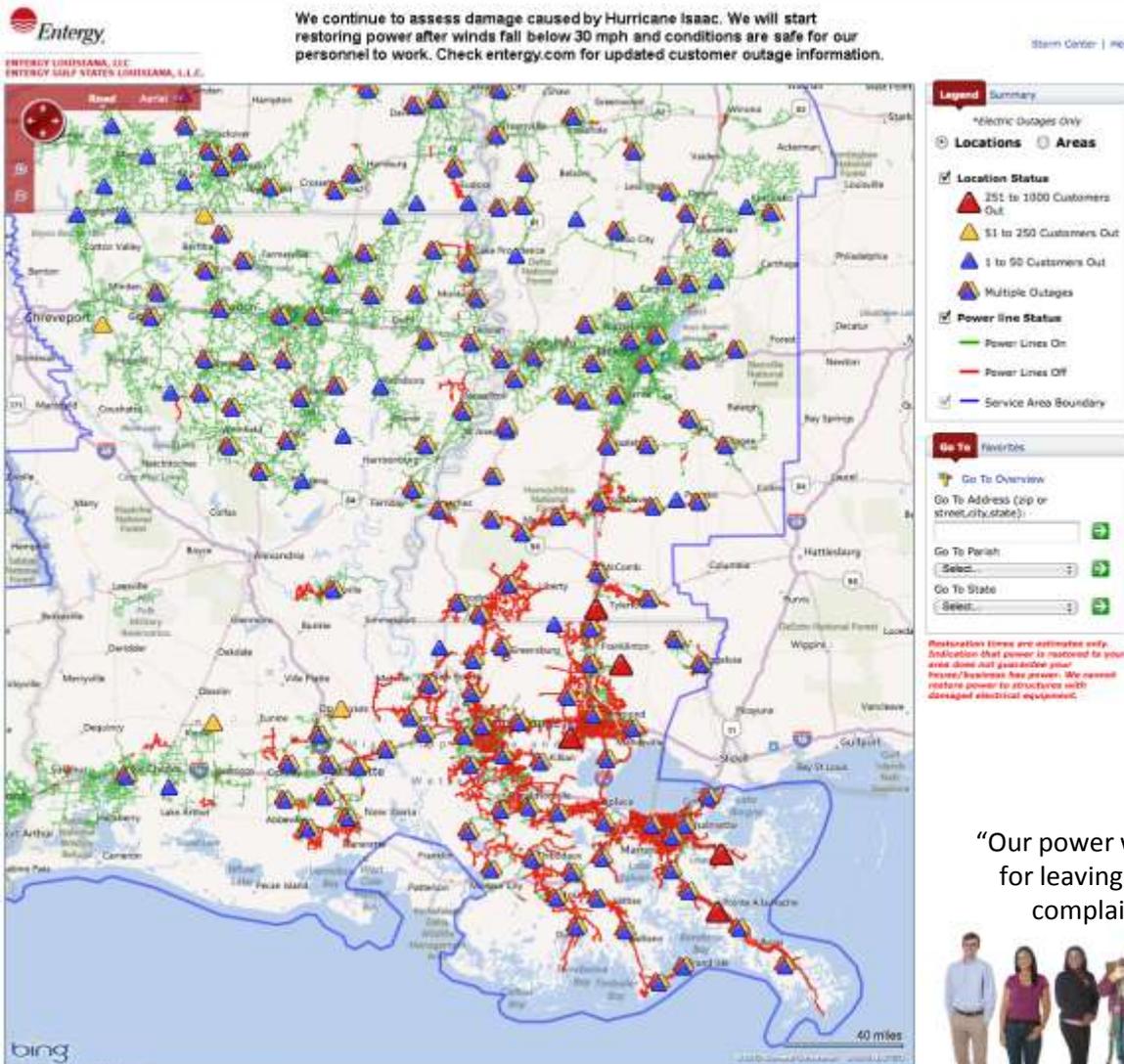


PHOTO: Entergy crews are out in action. We're seeing lots of people sharing pics of Entergy crews working in their areas. 10,000+ workforce is working 16 hours every day until power is restored.

FROM CUSTOMER:
 "Our power was restored this morning in Ascension Parish. Thank you for leaving your families to restore our power. I know y'all get many complaints after hurricanes, and I thought it may be nice to see a **THANK YOU** for a change!"
 An hour ago via **mobile**

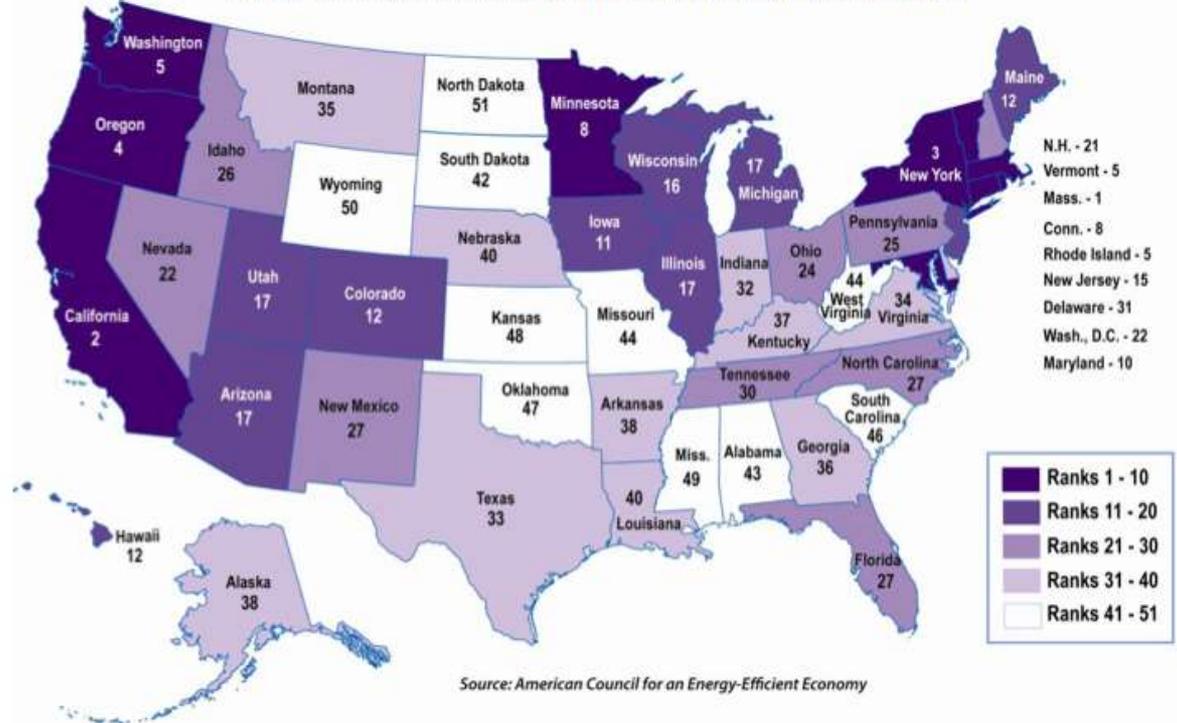




4. Build on Existing EE Programs

- Leverage relationships, eliminate silos
- CFLs, weatherization, LIHEAP, subsidies
- Vision
- Demo centers
- Integrated content
- Multi-lingual

Figure ES-1. 2011 State Energy Efficiency Scorecard Rankings



+ 5. Constructive Engagement

- Community meetings and events
- Listen and share ideas
- Leverage other's networks
- Demonstrate trust is deserved
- IEEE Community Summits





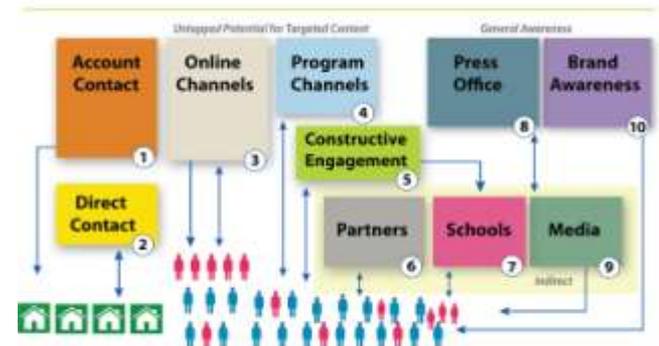
6. Community Partnerships

- SDG&E Partner Programs (\$ grants)
- Energy Literacy Workshop for CBOs in DC
- Warm Springs Training Center, MI



+ Summary

- Clear patterns are present
- Customer behavior change possible with
 - Utility changes in outreach practices
 - Regulatory policies and incentives
 - Funding to support energy literacy



to the point ❖



Judith Schwartz is an entrepreneur, marketing strategist, and communications professional on the forefront of sustainability issues, the Smart Grid, alternative energy, and the digital home. Her Silicon Valley-based firm, To the Point, designs human-centered strategies, conducts research and meta-analysis, creates narratives and messaging, facilitates cross-stakeholder conversations, and develops communications and outreach prototypes.

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